

KNOWLEDGE BEANS

A HUMAN RESOURCE NEWSLETTER

IN THIS MONTH

OD CONNOISSEURS' ORATE



Kasturi Barua shares her experiences of making it in the corporate world.

OD ENTHUSIAST'S ORATE



Pooja Rawat has a bold take on the stereotypical Indian society and its views on gender equality.

OD FOLLOWER'S ORATE



Priyanka Wanjari highlights the difficulties women continue to face at workplace.



OD CONNOISSEURS' ORATE

Kasturi Barua

THE STEADY CLIMB UP THE LADDER

Growing up in a boarding school amidst the tea estates of Assam, sheltered and protected by a loving family, no one quite prepared me in what I was to face after college. It isn't marriage I am talking about but what it is like, to survive as a woman in a very competitive, male-dominated corporate world. I have worked for several years in New Delhi and Mumbai but it wasn't easy to 'fit in' in the scheme of things in the beginning.

Kasturi Barua has worked as a news anchor and has handled publicity for a few international fashion brands. She has written for business magazines before entering the corporate world in the field of marketing. Previously she had worked at a multinational sports management firm for two years before joining as a Senior Manager of a start-up based in Mumbai. Her corporate journey continues and she never ceases to enjoy every moment of it.



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THE EDITOR'S MESSAGE

The theme of this month shares some bold opinions and experiences of women making it to the corporate sector. Whether taking a dig at the stereotypical Indian society or hoping for a distant dream of gender equality, this issue packs all of it together. This stereotypical Indian society of ours has strong influences on our career choices, which has created a void between what we want to do and what we are currently pursuing.

The theme of the next issue of Knowledge Beans will be 'Your present job vs. your dream job'. If you share a passion for the topic and have a flair for writing, do send us your 300 word article with a brief profile along with your photograph in jpeg format to atyaasaeditor@atyaasaa.com

ABOUT ATYAASAA

Atyaasaa Consulting Private Limited is a leading Human Resource Training & Consulting Organization partnering with some of the best brands in the country and overseas. Atyaasaa has been a catalyst and a contributor in their quest for people development and business excellence. The core differentiator of Atyaasaa process is continual innovation, unique customization and use of state of the art technology tools. These are implemented through ethical and experienced operations and human resource facilitators having contribution as their core value.



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OD CONNOISSEURS' ORATE THE STEADY CLIMB UP THE LADDER - Kasturi Barua

In the past, especially in the Indian context, the idea of women as colleagues and as equals was quite intimidating to men. However, in the present times it is accepted that both men and women bring valuable experiences, skills and expertise to the workplace. Corporate world has started acknowledging and celebrating the rise of women and their personal achievements. This is symbolic of the coming of age of women, especially in India.

Better quality of higher education has helped boost job prospects for women, increase their value in the job market and shift their roles from being homemakers to successful professionals. We often hear about working women being subjected to inequality and sexual discrimination at their workplace. However, by creating such an environment that is less hospitable to women, organizations fail to harness the instinctive endowment possessed by them.

What I have learnt in the past years is that women need to be more assertive at their workplace when it comes to discussions on pay packages, travel opportunities, voicing out concerns regarding office decorum, promotions etc. The trend of empowering more women at work is almost certain to continue and grow bigger. Today women make up a major chunk of many corporate organizations. Thus, the glass is much closer to being half full than half empty. **E**



OD ENTHUSIAST'S ORATE

Pooja Rawat



NOT SO "BREAKING NEWS"!

Pooja Rawat is a subject matter expert with an e-learning organization based in Pune. She graduated in Arts and Journalism and currently handles content development and research in her company. Her expertise lie in marketing and creative writing and she has a passion for social entrepreneurship. She enjoys adventure sports and travelling.



Women in corporate India. Really? That is the topic? I've never got what is this brouhaha about women being in the corporate sector. Women being here, women being there it's an ongoing process of endless interrogation. Why is it such a revelation? Such a surprise? Ironically on the other hand we are supposed to be on the brink of a new dawn. Gender equality, guess what? It's all a farce, a hypocritical society that we are proud of.

Men in corporate world is never a topic of discussion. It is kind of an accepted fact. We have grown up seeing our dads as the earning figure of the family, the few of us whose moms were working was just an added benefit.

Women at work is a saga laced with interesting stories of the physically stronger gender growing bigger than educational degrees. Us women, need to be 'confident', 'go getters' and 'courageous' to make a mark in this world and be successful while men just have to be men.

However, a dream awaits us, though distant, where we don't have to be knights every day, where we don't need fictional superheroes or helpline numbers and a bubble of safety where our every step is not meant to be an example.

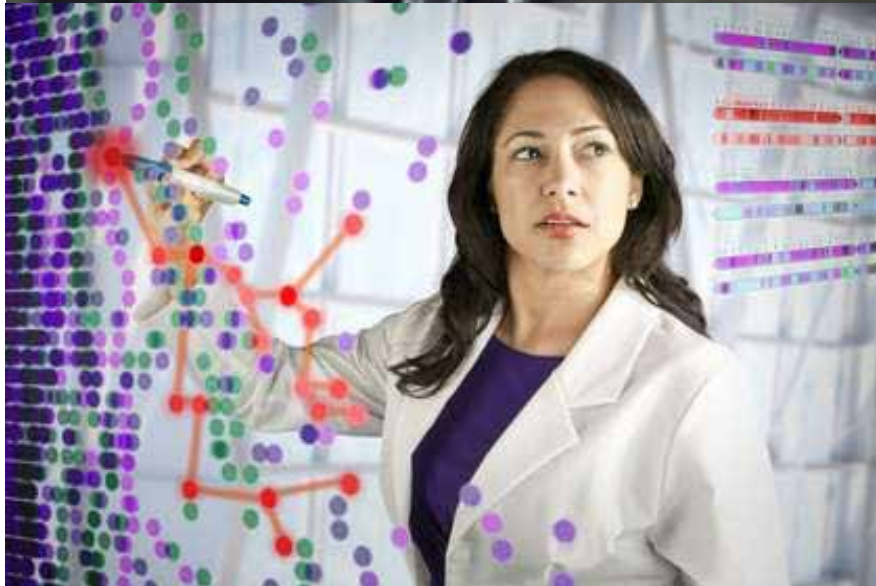
A society where there won't be women help groups anymore and we would never hear about women empowerment as we would finally get to be women in a man's world. All my fellow fighters, let us move on towards that future, because right now even though the bucket is slowly filling with water, as Harry Bellafonte had said, "There's a hole in the bucket, dear Lisa, there's a hole in the bucket." **E**

OD FOLLOWER'S ORATE

WOMEN IN CORPORATE INDIA

Priyanka Wanjari

Priyanka Wanjari is an engineering graduate and works as an embedded electronics software engineer in a reputed MNC based out of Pune. She has previously worked with a few NGOs on their mission statements. Her hobbies are playing the guitar and reading books.



According to the National Association of Corporate Directors, women who are members of the board in companies generate business values by broadening market view, enhancing board dynamics, inspiring female coworkers and improving corporate reputation. Leading companies across the world are grossly failing to capitalize on the talents of women in their companies.

It is needed to be understood by society that when a woman is trying to balance her corporate life along with her family life, she is already capable of doing it and it has been already benchmarked by many women. The world is changing and the society needs to understand and equally respect the talent of women in corporate sector. **E**

Before we talk about women in corporate, let us remind something to ourselves. Gender equality in society is very complex in practice than is in words. It has been a man's world for centuries and everything is seen from that standpoint only. That outlook started changing when women started occupying influential positions in politics, business, sports, governance and many more in corporate. In spite of these facts, women still face hardships in the corporate world.

The corporate world has always been a place where men can escape away from home and family. In the Indian context, men always see women as their mothers, sisters, wives and daughters. The idea of women as colleagues and as equals is very new and hard to digest for many of them.

Women too, coming into the corporate world, are driven by their norms. For women, socialization has been around home and family. Study and work outside home are all short-term activities for them before settling into a homemaker's role.



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BEAN STATEMENT

Gender inequality causes imbalance of the Yin and Yang which impacts organization results